



United Way
of Greater Rochester
and the Finger Lakes

UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES CAREER OPPORTUNITY

Marketing and Communications Project Manager

Summary

This position is responsible for managing all of the logistics of multiple marketing and communications projects, including establishing milestones and timelines, budgets, collaboration of staff resources, interdepartmental requests, third-party/vendor coordination and successful project execution.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Drives new project initiatives in support of United Way's strategic plan timely and efficiently
- Partners in the development and implementation of business solutions with the Director, internal stakeholders and functional teams to deliver end-to-end management for the interconnected sets of project deliverables
- Evaluates effectiveness of individual projects and adjusts work plans as necessary
- Develops project, communications, quality management, risk, and contingency plans
- Unravels, defines, and documents complex business requirements/processes, including lessons learned post implementation and other associated documentation
- Solves problems, resolves conflict, and remains calm under pressure
- Manages project issue logs and resolutions
- Stays abreast of trends on market and digital media "best practices", ensuring effectiveness of project deliverables and value to United Way
- Manages costs of deliverables to ensure whole plan stays on budget
- Prioritizes projects and tasks based on prominence and deadlines, and helps others to do the same
- Must be capable of reliable and predictable attendance
- Consistently demonstrates the values and mission of United Way
- Performs other duties as assigned

SKILLS AND COMPETENCIES

- Attention to Detail
- Business Acumen
- Customer/ Client Focused
- Collaborative/Team Player
- Communication Proficiency
- Influencer
- Organization Management
- Project Management

- Technical Capacity
- Time Management

FLSA CLASSIFICATION: Exempt

REPORTS TO: Director of Marketing & Communications

Supervisory Responsibility: None

Travel: None is required for this position

Required Education and Experience

- Bachelor's degree from an accredited program with 5 years of experience in project management in the communications and/or advertising industry; or equivalent combination of education and experience
- Demonstrated experience in managing multiple projects of various sizes on a weekly, monthly and yearly basis
- Demonstrated experience working with colleagues across varied job functions (i.e. designers, copywriters, finance team members, executives, print and digital production, etc.)
- Experience with Asana or other project management program preferred

LOCATION

This job may be hybrid (remote work and in-office work at 75 College Ave Rochester, NY)

JOIN THE TEAM!

United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

OUR MISSION

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this region stronger and more vibrant together.

OUR VALUES

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented, and trustworthy. United Way strives to ensure employees and external partners always feel valued, connected and empowered.

WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

United Way of Greater Rochester and the Finger Lakes

75 College Avenue • Rochester, NY 14607-1009 P. 585 242-6400 W. UnitedWayROCFLX.org

HOW TO APPLY

Candidates may apply online at: [CLICK HERE TO APPLY](#)

United Way is committed to equal employment opportunities for all employees and applicants for employment. United Way prohibits discrimination against employees and applicants in all aspects of employment including but not limited to recruitment, hiring, compensation, promotion, training, leaves of absences, benefits, termination, employer sponsored activities, social and recreational programs, and recognition. United Way prohibits discrimination against all legally protected classes including age, color, creed, disability, domestic violence victim status, gender expression, gender identity, genetic predisposition, marital status, military status, national origin, parental status, political affiliation, pregnancy related condition, prior arrest/conviction record, race, religion, reproduction health choices, sex, sexual orientation, or other non-merit-based factors.